DESIGN

Metal Furn. Box

B. Many, Des. Std.

the Sweetheart of Chrome MIRROCHROME C-4

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DESIGN DIVISION

Mirrochrome, Inc.

Manufacturers of Chrome Furniture, Designed for Modern Living

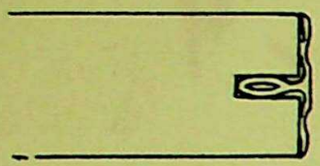
GENERAL OFFICES, FACTORY and SHOW ROOMS - . 330 West KILBOURN AVENUE

Telephones: BRoadway 2-6484 BR 2-6312 - - - MILWAUKEE 3, WISCONSIN

NATIONALLY ADVERTISED

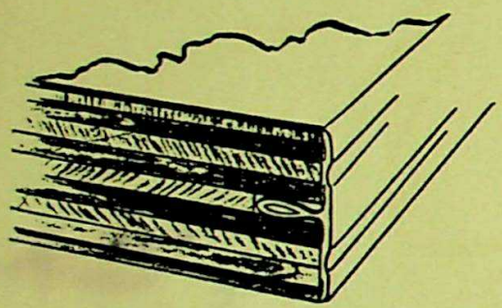
These Advantages with Mirrochrome

NATIONALLY ADVERTISED



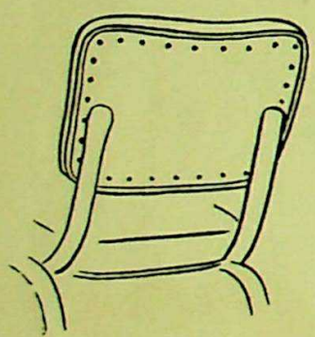
FLUSH MOULDINGS

Mirrochrome mouldings are a permanent bond with the top core, formed together to make an everlasting quality top; mouldings are flush with the top level — no lip or cracks to fill with food particles or liquid. Designed so as to conform to the most rigid health department specifications.



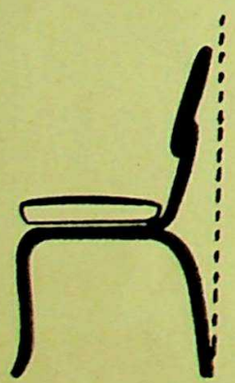
EXTRA STRONG TABLE TOPS

Mirrochrome table tops made up with 7-ply fine veneer plywoods, with the famous Mirrorok heat, acid, alcohol and cigarette resistant plastic, permanently bonded to the core. All tops backed up with the same high grade material, making a permanent warp-proof table top.



SEAT and BACK CONSTRUCTION

Deep curved backs that are heavily padded to 1½ in. thickness, generous full seats that are equally heavily padded. All seats and backs covered with the famous Duracraft Duran.



FRAME FEATURES

Backs will not mar walls, as legs touch first (note diagram). Highest quality, gleaming triple plated chrome; only heavy 16 ga. steel tubing used. All frame ends formed and fitted to the backs; no unsightly caps to become lost or to mar walls.

Tables

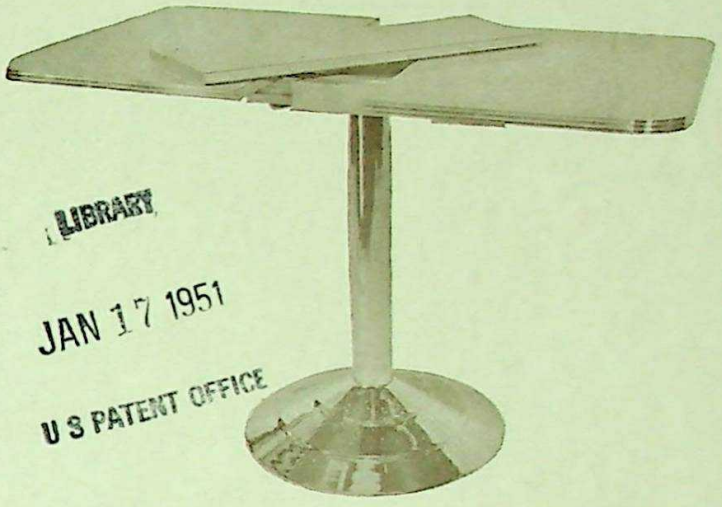
FORMICA
TRADE MARK REG. U.S. PAT. OFF.

"MOONGLO"
TRADE MARK

Another Mirrochrome First

No. 100 — CENTER SUSPENSION LEAF TABLE

In answer to many buyer requests for something outstanding in a center suspension leaf table, Mirrochrome has designed this outstanding unit for the modern kitchen. Tops in the famous Formica Moonglo patterns available in six beautiful colors. Large leg free 30 x 42" top extending to 30 x 52" with a 10" leaf. Large 22" diameter — "Heavyweight" all chrome base. Colors: red, blue, grey, green, tan, yellow. Second choice of color, if possible, may expedite delivery. Shipped F.O.B. Factory, Milwaukee.



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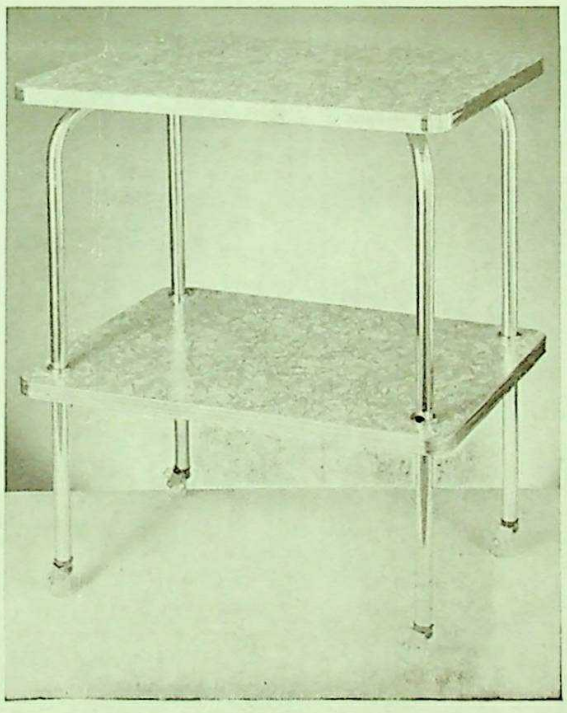
ROASTEX - Utility Table

THE TABLE OF ENDLESS USES
*Serving *Coffee Table *Night Table, etc., etc.



No. 16 — ROASTEX UTILITY TABLE

That fast moving, profitable Kitchen Kart now greatly improved. Available in the famous Mirrorok high pressure plastic, the same cigarette proof material featured on our tables. Stands 30" high. Shelves 18 x 24". Shipped completely assembled or K.D. with simple instructions for assembly. Red, blue, tan, grey and green mother-of-pearl, solid black, solid red, and marble black. Immediate delivery. If possible, please make second choice of color. Shipped F.O.B. Factory, Milwaukee.

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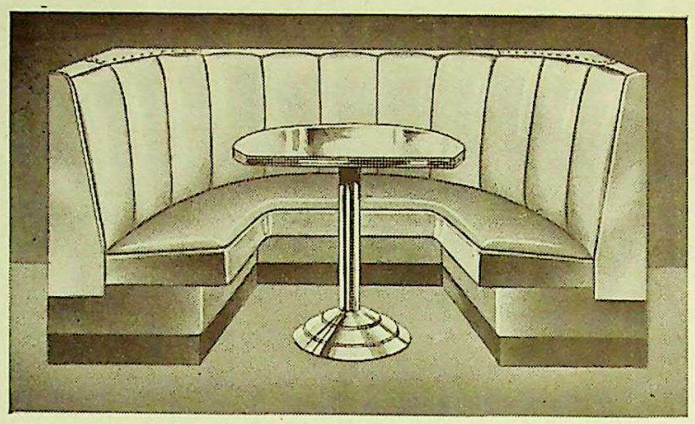
Custom Built Booths

SERIES 150 CUSTOM BUILT BOOTHS

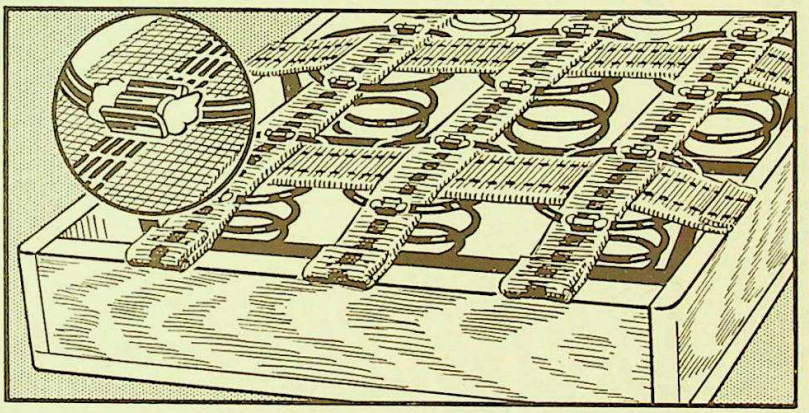
Mirrochrome booth service at your fingertips. At last it is possible for you to service the customer in his own home or commercial establishment. Mirrochrome offers the trade these custom built booths that in construction and quality are unsurpassed. Look into this unusual offering today. Note some of the applications outlined on these pages.



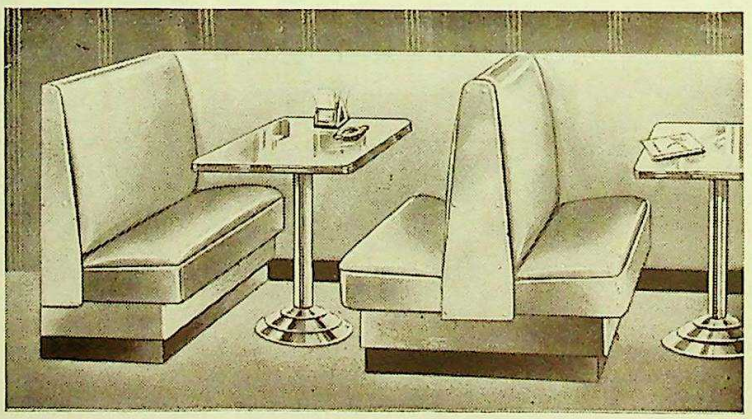
Commercial cocktail booth installation.

Check these Series 150 features

- Built to fit your customer's own home or place of business.
- All covered in heavy gauge Duracraft Duran.
- Full coil spring seats.



- Springs all cross strapped with heavy webbing (note cut).
- Removable seats (simply lift out).
- Will make cutout fittings for any wall variation, air intakes, outlets, radiators, windows, etc.



Typical single and double commercial installation showing versatility of application.

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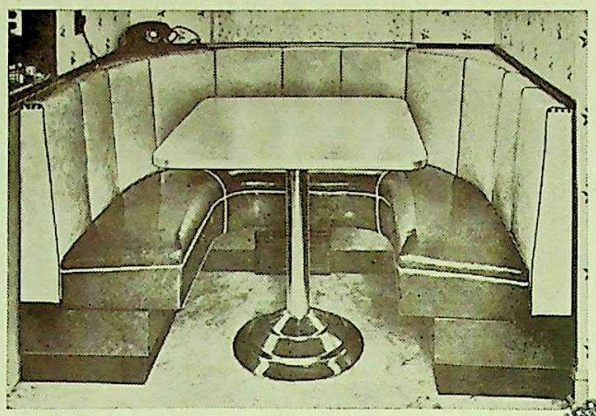
MIRROCHROME

Custom Built Booths



"U" booth built to fit the home, making the breakfast nook a permanent part of the home. (Note hot air outlet under seat), just one of the many valuable features incorporated in Mirrochrome booths.

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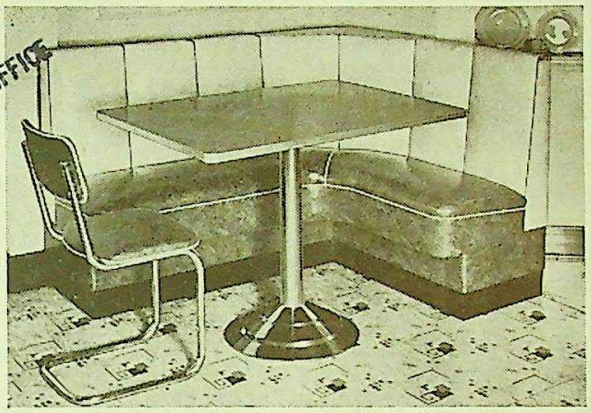
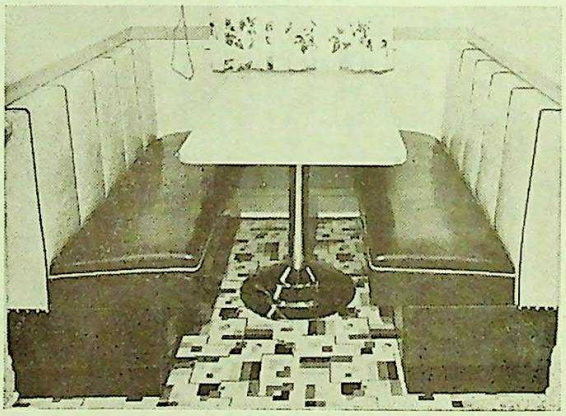
- Channel construction backs. Available in 12 beautiful colors: green, red, light blue, ivory, rose, chartreuse, yellow, dark blue, brown, tan, coral, and black.



Application of a corner "L" booth in the home.



Double bench installation in a modern home.

All Series 150 booths shipped F.O.B. St. Paul. Three-week maximum delivery. Single, double, quarter circle and half circle in standard sizes — 10-day delivery.

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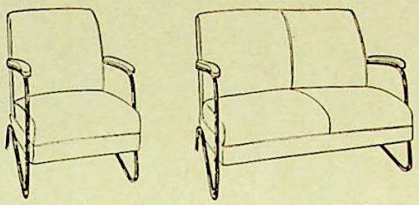
SERIES No. 55 SETTEES

Mirrochrome offers this outstanding line of quality settees to the trade with a two-week delivery date. These stylings developed from many buyer suggestions.

OUR FINEST SETTEE — No. 55-3



55-1 55-2

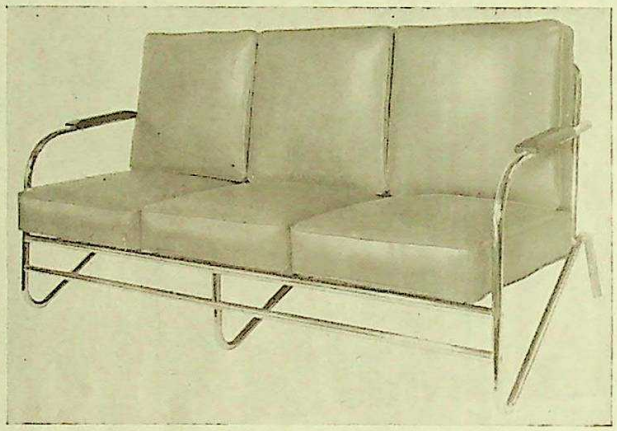
COMPARE THESE FEATURES

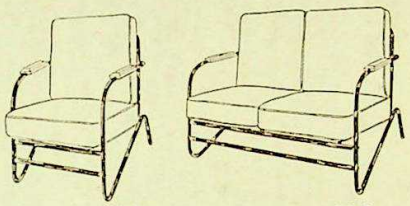
- Full coil spring construction, hand tied.
- Webbed bottom and back. Moss filling.
- Extra deep curved seat and back.
- Exceptionally beautiful styling.
- Arms fully upholstered.
- Mirrochrome triple plated chrome
- Floor area, 69½" wide, 30" deep.

Finished in U. S. Rubber's famous age resistant plastic, "NAUGAHYDE".

Colors: Antique Ivory, Light Blue, Chinese Red, Saddle Tan, Maroon, Light Green, Dark Brown and Office Green.

No. 52-3 — LOOSE, REVERSIBLE SPRING FILLED AIR CUSHIONS





52-1 52-2

SERIES No. 52 SETTEES

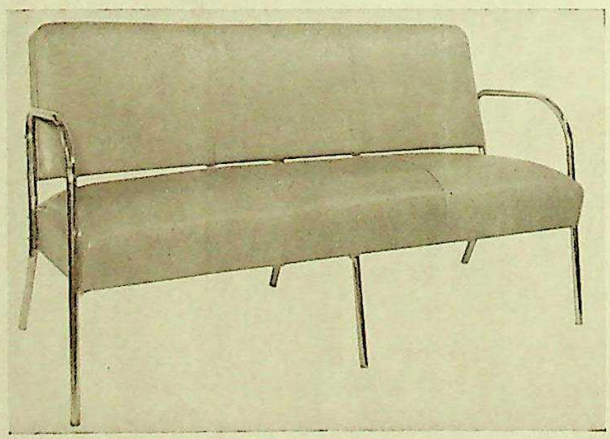
Note Construction Features:

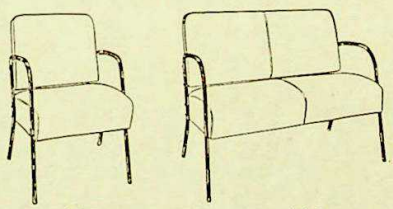
1. Mirrochrome triple plated chrome finish.
2. Support rods of ⅜" steel alloy under cushions and backs.
3. Frame rigidly supported with double bar and spacer.
4. Heavy, black lacquered arm supports.

Finished in U. S. Rubber's famous age resistant plastic, "NAUGAHYDE".

Colors: Antique Ivory, Light Blue, Chinese Red, Saddle Tan, Maroon, Light Green, Dark Brown and Office Green. Samples of material on request.

SERIES — No. 44 SETTEES **No. 44-3**





44-1 44-2

AN EXCELLENT SETTEE IN THE LOWER PRICE RANGE

Be prepared to satisfy your customers' demands for a high quality settee that is moderately priced.

Three passenger settee with no-sag springs and generous sized, heavily padded back, finished in that "toughee" "NAUGAHYDE".

Colors: Antique Ivory, Light Blue, Chinese Red, Saddle Tan, Maroon, Light Green, Dark Brown and Office Green. Second choice of color, if possible, may expedite delivery.

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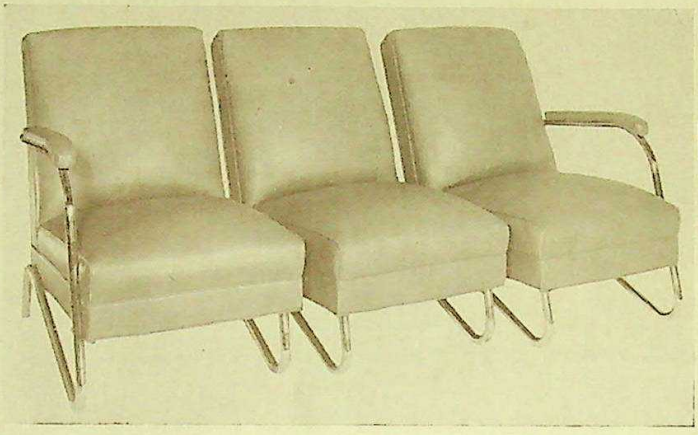
Settees

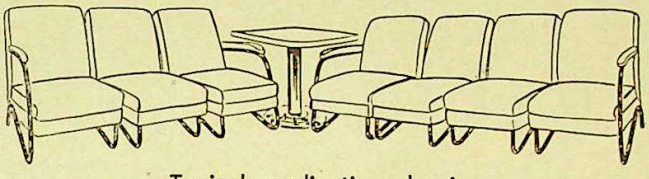
SECTIONAL SETTEES — OUR No. 77 SERIES

Versatile — Modern — the settee of unlimited applications. Built to wear and wear, long-lasting coil spring seat and back construction — upholstered arms.

Order in sets or order any number of any size needed. Depth of seat, 22"; over-all height, 31½".
Finished in U. S. Rubber's famous age resistant plastic, Naugahyde.
Colors: Antique Ivory, Light Blue, Chinese Red, Saddle Tan, Maroon, Light Green, Dark Brown and Office Green.
Two-week delivery F.O.B. Factory, St. Paul. Material samples on request.



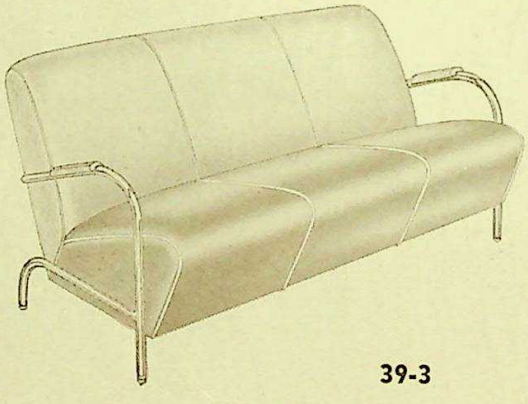
No. 77-L No. 77-C No. 77-R



Typical application showing the advantages of Series No. 77 versatility.

No. 39 SERIES SETTEES

For the buyer who prefers Duran for settees, here is his answer. A full sized settee series priced with the lowest, still having features and comfort expected to be found only in higher priced offerings. Available: 12 colors Green, red, light blue, ivory, rose, chartreuse, yellow, dark blue, brown, tan, coral, and black.
(samples on request). Upholstered in 20 gauge duracraft Duran. Two-week delivery F.O.B. Factory, St. Louis.



39-3

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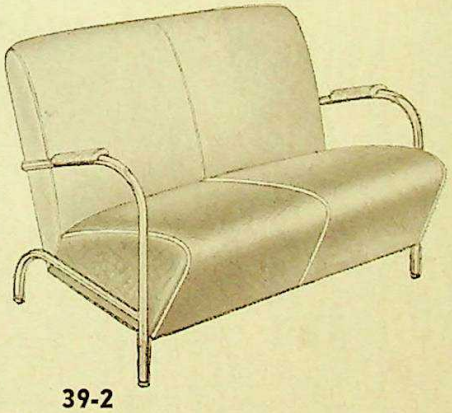
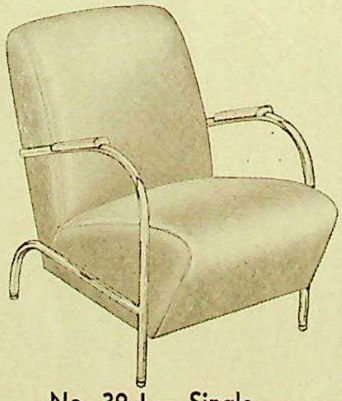


39-2



No. 39-1 — Single

The Series No. 39 no sag springs and heavily padded seats and backs combine to form a foundation that lends itself to the application of the famous Duracraft Duran. . . . The result is a settee that offers seating luxury supreme. . . . Words fail to adequately describe this outstanding item.

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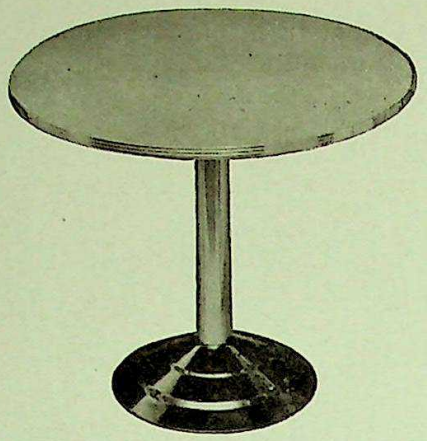
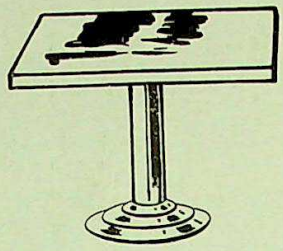
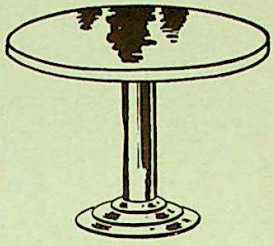
Tables



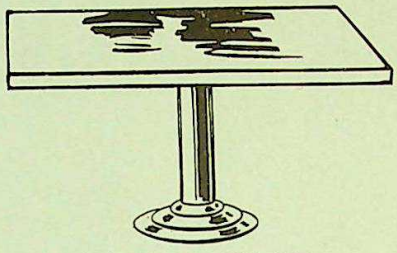
ROUND



SQUARE



OVAL



RECTANGULAR

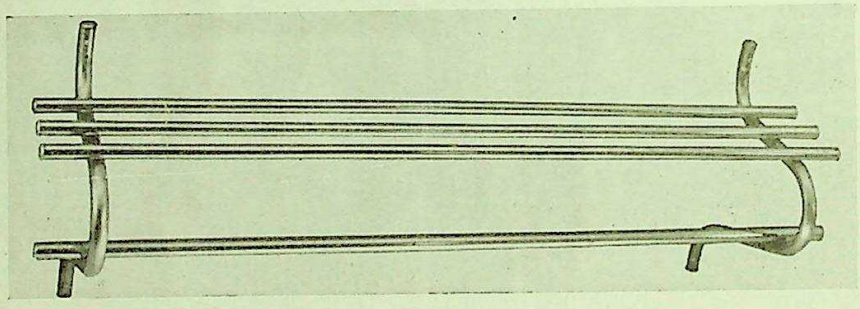
The famous Mirrorok stain, acid, ALCOHOL AND CIGARETTE resistant tops. These tables are available in all standard sizes and SHAPES. Ideal for all applications. After years of wear, they will still retain their original streamlined beauty.

Colors: red, blue, tan, grey linen, grey mother-of-pearl, solid black and solid red. Special colors available on request at 10% additional cost. Second choice of color may expedite delivery.

For sizes and shipping weight, consult price list.

All tables F.O.B. Factory, Milwaukee.

Accessories

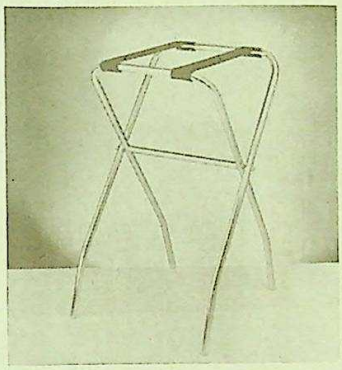


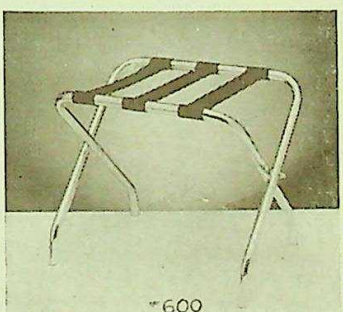
No. 31 — GARMENT RACK

The all chrome garment rack in 36 and 54" lengths. All weld construction, shipped individually cartoned F.O.B. Milwaukee.

No. 201 — TRAY STAND

Here it is — immediate delivery.
The popular all chrome tray stand. The handy, good-looking item you have been waiting for. Shipped completely assembled. Individually wrapped. F.O.B. Milwaukee.





No. 600 — LUGGAGE RACK
High quality Mirrochrome luggage rack, shipped assembled, wrapped, F. O. B. Milwaukee.

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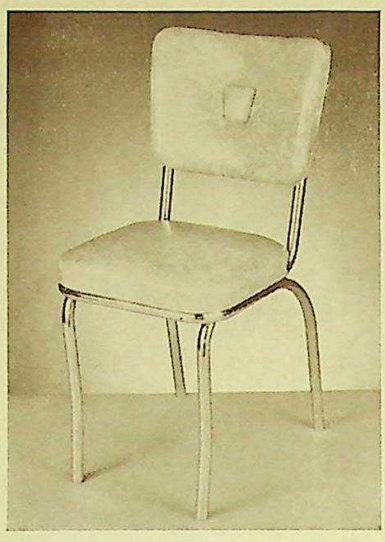
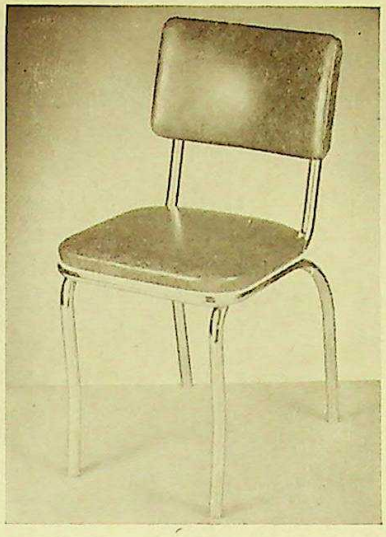
Chairs

The famous Mirrochrome line of chairs features 16 gauge, extra length tubing with gleaming, triple plated chrome finish. Seats and backs are overly generous in size and thickness, combining to make this an outstanding chair offer. (Note features on inside front cover.) All seats and backs upholstered in the famous Duracraft Duran.



No. 61 — Our finest chair, the exclusive Mirrochrome Custom, four-leg, gleaming, triple plated frame with an outstanding spring seat size 15 x 16", 2½" thick and large, substantial tufted back, 12 x 17", that will give years of excellent service and still retain its beauty. Colors: red, yellow, ivory, black, blue and green. Shipped assembled, two to a carton, F.O.B. Milwaukee. Please make second choice of color if possible.



No. 51 — Immediate delivery. Our high quality, four-leg chair that has a luxurious seat and back, generously padded to a 1½" thickness, deep curved backs that give solid support to all who use it. Colors: red, yellow, blue, green, ivory, and black. Shipped assembled, two to a carton, F.O.B. Milwaukee. Please make second choice of color if possible.

No. 50 — The Mirrochrome S chair, clear, gleaming, 16 gauge triple plated chrome, generously sized, padded seats and backs, the same high quality as our four-leg chairs. Immediate delivery on yellow, red, blue, green, black, and ivory. Please make second choice of color if possible.

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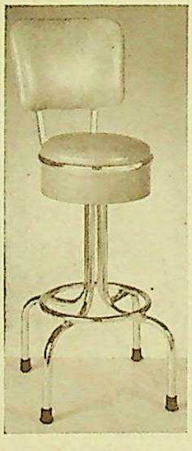
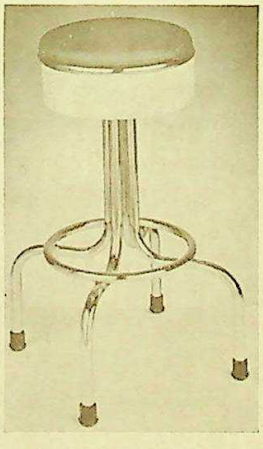
Bar Stools



No. 40 — Our best stool. Solid back rests shaped and padded to 12 x 15". This stool designed to give years of outstanding service. Shipped two to a carton, backs separate, with simple instructions for assembly. A fast moving item much in demand.



No. 40-A — Our Deluxe stool, beautifully chromed with a full chrome ring between padded seat and skirt. The same high quality as our No. 40. Take advantage of this quick turnover, quality stool.

No. 40-B — A substantially made, high quality stool, same construction as our No. 40 and No. 40-A, but without the chrome ring or back rest features. Try our excellent service on this item.

SERIES No. 40 BAR STOOLS — *Note These Features*

No wobble, 4" steel seat shaft; all seats padded with foam rubber. Highest quality Mirrochrome plating, all welded construction. Full 13" revolving seats. Shipped assembled, two to a carton. Available in ivory, red, Spanish red, light blue, black and yellow. Second choice of color may expedite delivery. Samples of plastic, fabric backed covering material on request. Immediate delivery F.O.B. Milwaukee.

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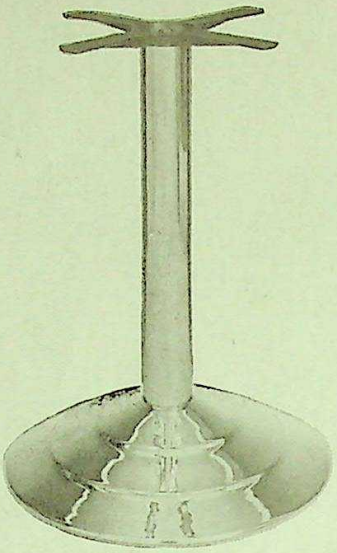
Bases - Costumers

The base choice of fixture buyers everywhere.
MIRROCHROME Triple Plated Bases, now available in two sizes, at rock bottom prices, to lead the field.



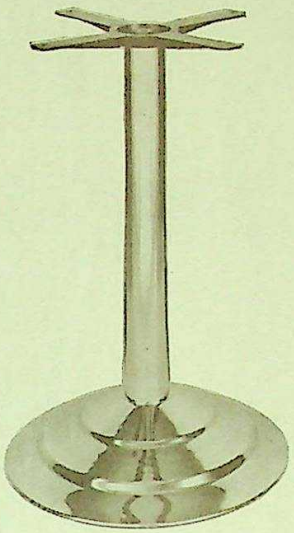
No. 22

No. 22
HEAVYWEIGHT

29" high.
22" diameter base.
16 gauge, 3¼" diameter tube.
Heavy, large spider. Will support tables up to 50" diameter.
Weighs 60 lbs.
Shipped assembled and individually cartoned. F.O.B. Factory, Milwaukee.

No. 19 — LIGHT
HEAVYWEIGHT

29" high.
19" diameter base.
16 gauge, 3¼" tube.
Heavy cast spider.
No tip 45 lb. weight. Will support tables up to 36" diameter.
Shipped assembled — individually cartoned. F.O.B. Factory, Milwaukee.



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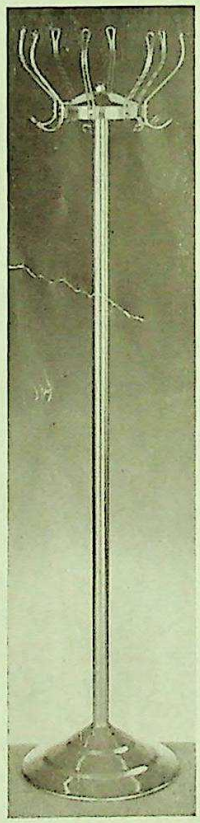


No. 10

MIRROCHROME
COSTUMERS

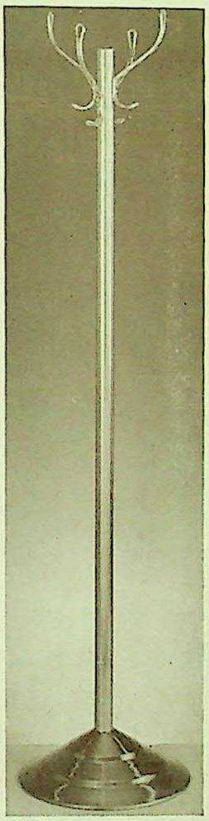
- Triple plated chrome.
- No tear double bent hooks.
- Height over 5'6".
- 15" diameter base.
- 1⅝" column.
- Shipped individually packed, F.O.B. Factory, Milwaukee.

No. 10

Eight double hook revolving top.
Heavy weighted base.

No. 12

Four stationary hooks.
Shipped K.D. simple instructions for assembly.
Base not weighted.



No. 12

Recd Jan. 17, 1951
p.8. In C-4 Box

NATIONALLY ADVERTISED

the Sweetheart of Chrome MIRROCHROME

B. Mawry, Des. Div.

★ ★ ★ THE STARS OF THE FIXTURE FIELD ★ ★ ★

FAST REACHING THE TOP IN NATIONAL PREFERENCE THE

H. J. ULLMER CO., INC. Definitely sets the pace with

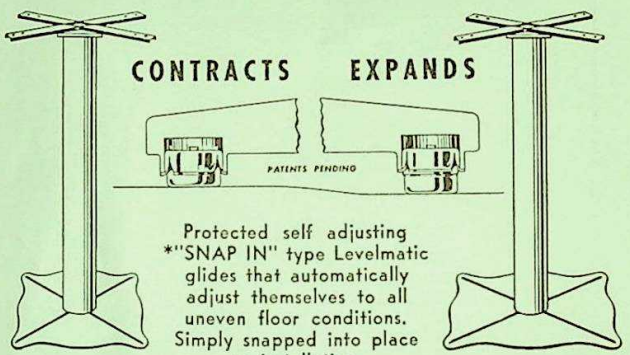
The "PACEMAKER" Line of Table Bases, Costumers and Accessory Items

WHY? PLEASE NOTE THESE MANY REASONS

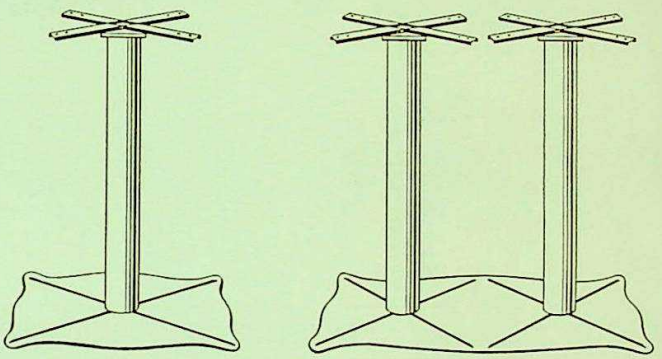
GOODBYE FOREVER TO WOBBLY TABLES, with the "PACEMAKER" *EVERLEVEL* SERIES OF TABLE BASES

At last a flat, pleasing design base that guarantees positive customer satisfaction with the addition of the sensational "Snap In" type "LEVELMATICS" that automatically correct for uneven floors in a matter of seconds.

1. Four sizes providing flexibility of application to handle any installation requirement.
2. Flat pleasing design; heavy base castings with extensions on the corners where needed for that extra support. Black wrinkle finish, other colors on request.
3. New heavy designed spiders that will support 500 lbs. per arm. Todays strongest spider construction. Smooth laquer dipped finish.
4. Three and one half inch triple plated chrome tube; beautiful high polish finish.
5. Available in two styles; with or without *"SNAP IN" type LEVELMATICS that permanently, automatically correct wobble whenever table is moved.
6. Simple one and one half minute assembly. No wrenches needed.
7. Height — 28½".
8. Prompt shipment.



Protected self adjusting *"SNAP IN" type Levelmatic glides that automatically adjust themselves to all uneven floor conditions. Simply snapped into place on installation.



P-301
P301 Standard. P301-E "SNAP IN" type LEVELMATICS added. Flat 12" diameter casting with extending corners. Use for small tables, end support for booth tables, two or more on long narrow tables, etc.

P-401
P401 Standard. P401E "SNAP IN" type LEVELMATICS added. Flat 18" diameter casting with extending corners. Use on tables up to 36" in diameter.

P-501
P501 Standard. P501-E *"SNAP IN" type LEVELMATICS added. Flat 18" x 26" rectangular casting with extending corners. For use on tables up to 36 x 50 inches.

P-601
P601 Standard. P601E *"SNAP IN" type LEVELMATICS added. Flat 18" x 36" rectangular casting with extending corners; double tube assembly. Use on tables up to 40 x 72 inches.

Todays Sensation — The "EVERLEVEL" All CHROME Table Base

This Value Unequalled Anywhere in America

1. Two sizes, 18" and 23" diameter bottoms.
2. Heavy weighted, flat, foot comfort bottoms. Chrome plated die stampings that retain their good looks for years and years. Because of the rib design; feet will not scuff the beautiful plating.

"EVERLEVEL" 23" Diameter Base
For Tables 36" x 36" and over.

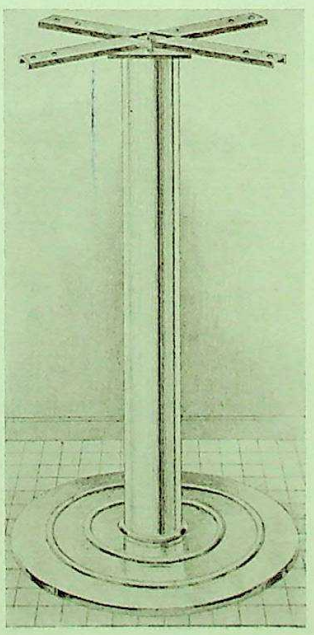
P23 STANDARD

P*23-E "SNAP IN" type LEVELMATICS added.

***"SNAP IN" LEVELMATICS"**
Counter sunk — Protected

AN EXCLUSIVE H. J. ULLMER CO., INC. FEATURE
Pat. Pend.

*"LEVELMATICS"
Automatic, Positive, Self Leveling
Patent Pending
Trade Mark Registered



3. New heavy designed spider that will support up to 500 lbs. per arm. Todays strongest spider construction. Smooth laquer dipped finish.
4. Three and one half inch triple plated chrome tube; beautiful high polish finish.
5. Simple one and one half minute assembly. No wrenches needed.
6. Furnished with or without automatic *"SNAP IN" type LEVELMATICS.
7. Height — 28½."
8. Prompt shipment.

"EVERLEVEL" 18" Diameter Base
For Tables up to 36" round.

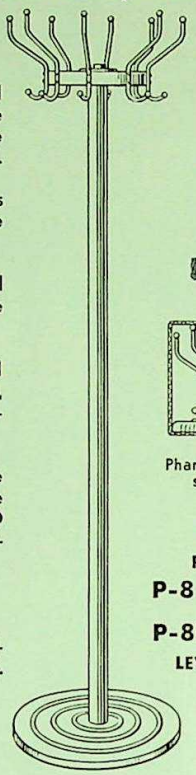
P18 Standard

P18-E *"SNAP IN" type LEVELMATICS ADDED

A FACT TO BE REMEMBERED
CORRECT DESIGN PLUS TOP QUALITY PARTS . . .
GUARANTEE CUSTOMER SATISFACTION

"PACEMAKER" Costumers, Now Available in Chrome or Office Colors

1. Latest style, trouble free, machined swivel assembly; cold rolled die stamped hood. Triple plated chrome finish. Generous 18" hook spread.
2. Eight 5/16" double steel hooks with swedged ends. Chrome plated finish.
3. Cold rolled 16 gauge 1½" steel tube upright — high polish triple plated chrome finish.
4. Cold rolled, precision stamped steel base. Triple plated chrome finish, full 18 inch diameter for solid support. Heavily weighted.
5. Shipped K. D. with hood and base pre-assembled in carton; tube separate. ONLY ONE STUD TO TIGHTEN FOR COMPLETE ASSEMBLY.
6. Overall height — 72".
7. FURNISHED WITH OR WITHOUT "SNAP IN" LEVELMATICS.
8. Prompt shipment.



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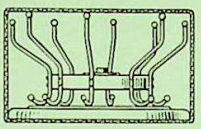


Phantom view of carton showing pack for shipping.

PACEMAKER 8
REVOLVING TOP
P-8 Standard

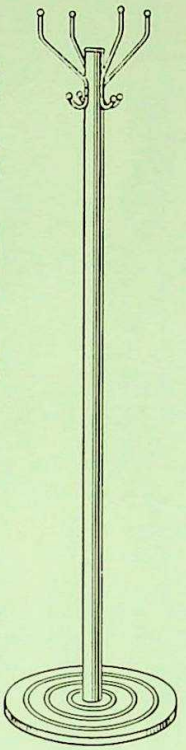
P-8E *"SNAP IN" type LEVELMATICS added

1. Four 5/16" double steel hooks with swedged ends. Chrome plated finish.
2. Cold rolled 16 Ga. 1½" steel tube upright, high polish triple plated chrome finish.
3. Cold rolled, precision stamped steel base. Triple plated chrome finish, full 18 inch diameter for solid support. Heavily weighted.
4. Shipped K. D. Four bases and hooks in carton; tubes separate. Simple assembly.
5. Overall height; 70 inches.
6. FURNISHED WITH OR WITHOUT "SNAP IN" LEVELMATICS.
7. Prompt shipment.

PACEMAKER 4
Stationary hooks

P-4 STANDARD

P-4E *"SNAP IN" type LEVELMATICS ADDED



BLACK CAST BASES — CHROME TUBE

Number		Approx. Ship. Wt. Lbs.	Number		Approx. Ship. Wt. Lbs.
P-301	$13.50	26	P-501	26.00	50
P-301-E	15.50	26	P-501-E	28.00	50
P-401	18.50	38	P-601	42.00	66
P-401-E	20.50	38	P-601-E	44.00	66

Above bases black wrinkle. For other colors add 80c to list.

ALL CHROME BASES

Number		Approx. Ship. Wt. Lbs.	Number		Approx. Ship. Wt. Lbs.
P-18	$17.50	38	P-23	20.00	52
P-18-E	19.50	38	P-23-E	22.00	52

For colors other than chrome deduct $1.00 from list.

COSTUMERS

Number	All Chrome Costumers	Hammer Grey, Green or Antique Copper	Approx. Ship. Wt. Lbs.	Number	All Chrome Costumers	Hammer Grey, Green or Antique Copper	Approx. Ship. Wt. Lbs.
P-8	$25.50	$23.50	42	P-4	18.00	16.00	41
P-8-E	27.50	25.50	42	P-4-E	20.00	18.00	41

P-3—Three Hook Wall Costumer $3.40. (Can be mailed.)

This listing supersedes all other listings by H. J. Ullmer Co., Inc., or The Ullmer Co. — Subject to change without notice. All merchandise F. O. B. Milwaukee.

THE ORIGINATORS OF THE LEVELMATIC BASE LINE

H. J. ULLMER CO., INC., 1434 N. 4th St., Milwaukee 12, Wis.

BRoadway 2-0667

Dealers' Discount 50%. Special Discounts on Large Quantities.

B. Mawry, Des. Div.

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Metal Furn. Box

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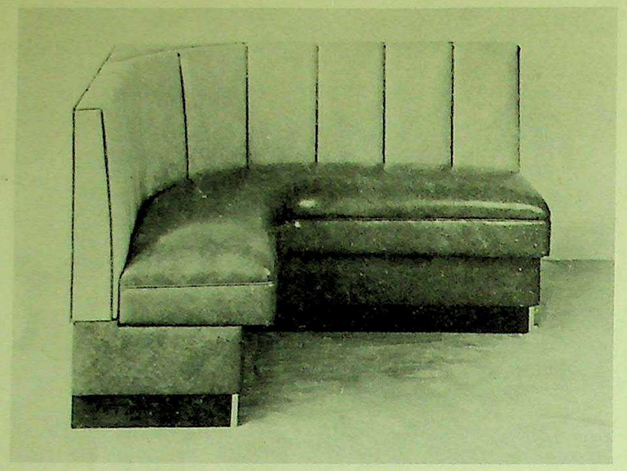

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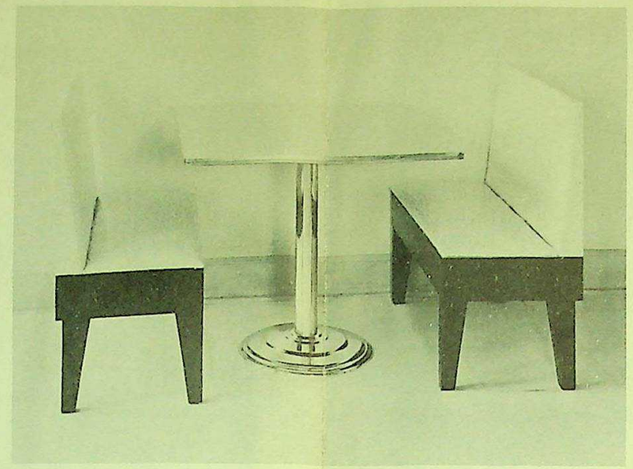

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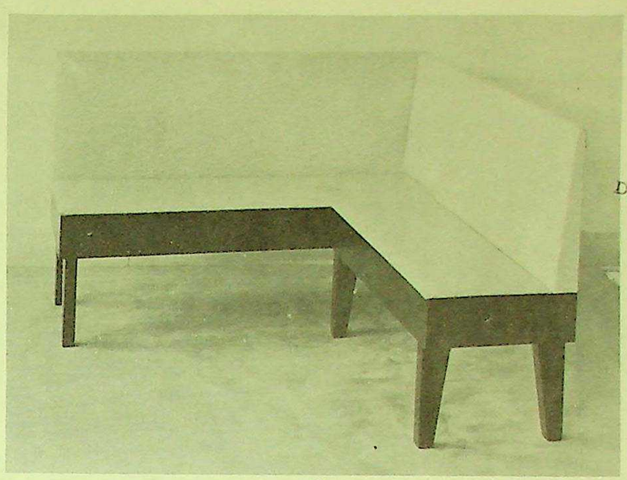

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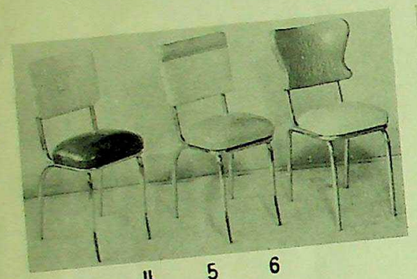

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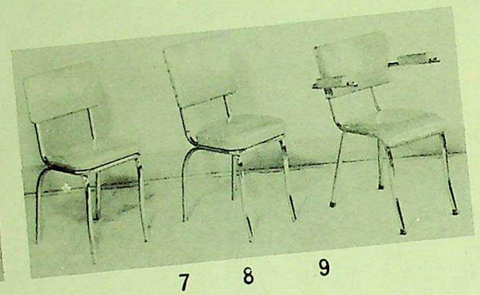

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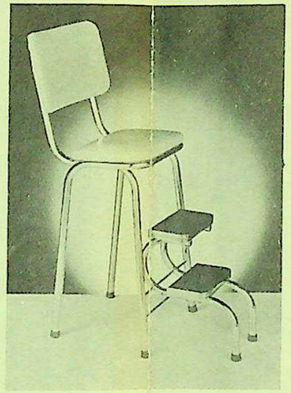

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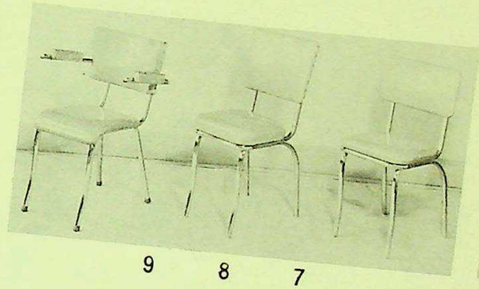

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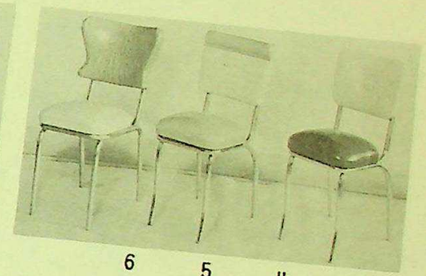

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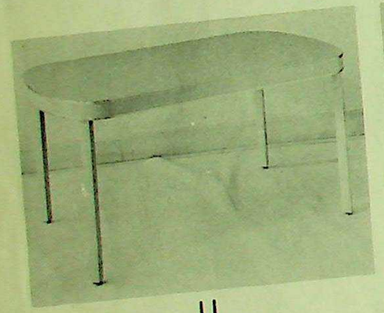

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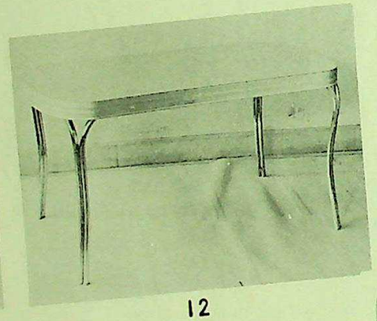
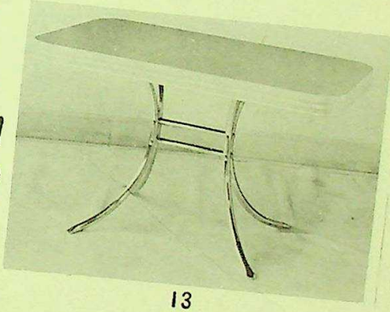


12

the Sweetheart of Chrome MIRROCHROME



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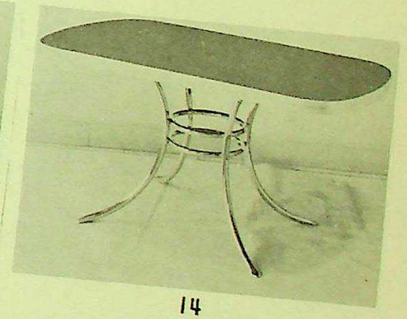

14

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15

1. Custom Built Breakfast Nook
2. 36" Breakfast Benches with 3636 Pedestal Table
3. 54"x54" Corner Breakfast Bench
4. #61 Butterfly Back, Spring Seat Chair
5. #62 Roll Back, Spring Seat Chair
6. #63 Medallion Back, Spring Seat Chair
7. #51 Foam Rubber Seat, Plain Back Chair
8. #53 Padded Seat, Curved Back Chair
9. #65 Host Chair
10. #30 Step Stool
11. D3648-F1S Formica Top Table
12. D3648-3S Formica Top Table
13. D3044-3R Formica Top Table
14. D3648-2S Formica Top Table
15. #24 Tea Cart
16. #25D Utility Table

16

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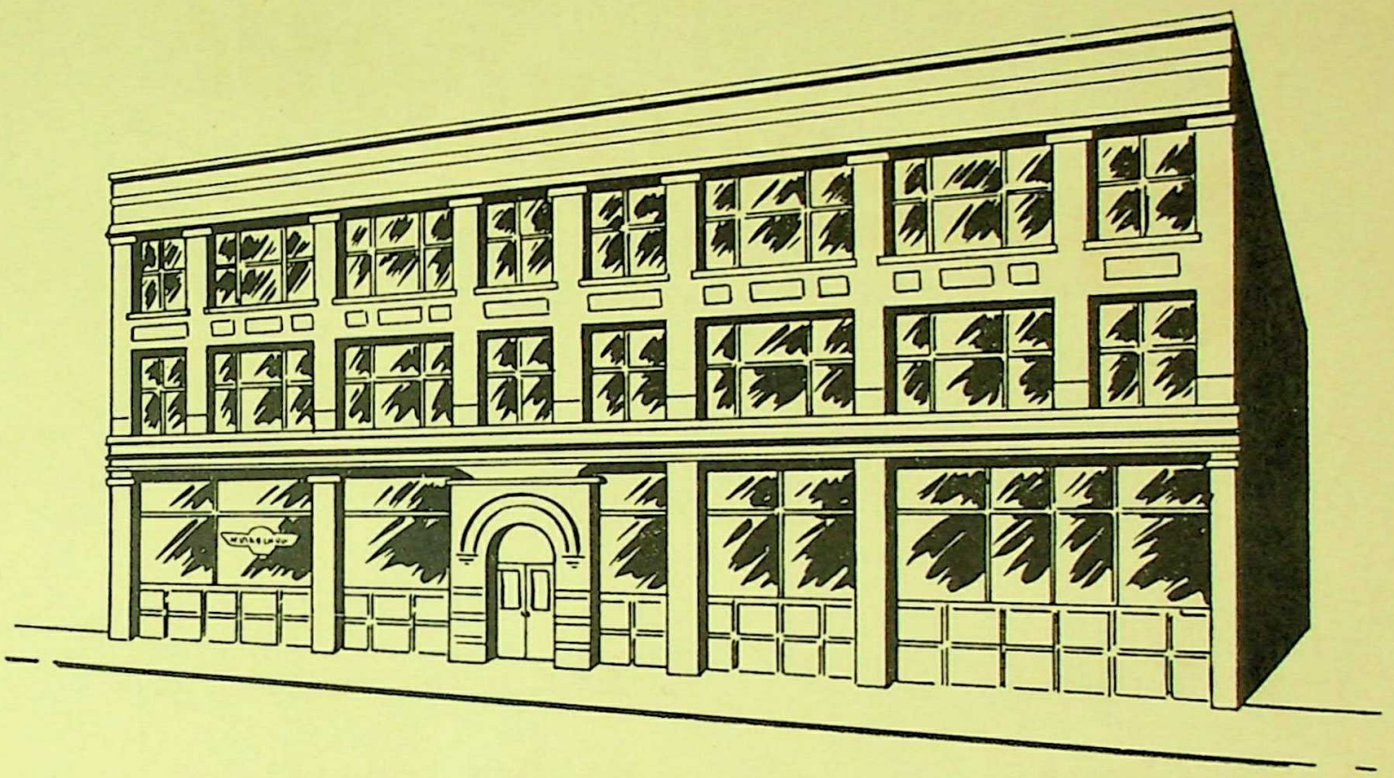
The Home of Mirrochrome



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OUR PRODUCTS are NATIONALLY ADVERTISED

MIRROCHROME

★ Tables
★ Chairs
★ Booths
★ Settees
★ Bases
★ Costumers
★ Bar Stools
★ Garment Racks
★ Tray Stands
★ Luggage Racks

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